

Contact

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Top Skills

Social Media Marketing

Social Media

Social Networking

Languages

Latin

English

Certifications

Duolingo Certified Educator

UX Design: 1 Overview

UX Foundations: Prototyping (2013)

Photography Foundations: Night and
Low Light

Design Aesthetics for the Web

Margo Maier

Operations Coordinator, Advancement & Alumni Relations at George
Mason University
Richmond

Summary

I specialize in project management, communication, marketing, and event production.

Experience

George Mason University

Operations Coordinator, Advancement & Alumni Relations

January 2022 - Present (7 months)

Fairfax, Virginia, United States

- Point of contact for Advancement office
- Office Operations
- Recruitment Coordinator
- Purchasing and Reimbursements
- Special Assistant backup

Nantahala Outdoor Center

Event Manager

August 2021 - January 2022 (6 months)

Bryson City, North Carolina, United States

Wahoo Fitness

Technical Support Specialist

August 2019 - August 2021 (2 years 1 month)

Greater Atlanta Area

Customer-facing technical support for a variety of consumer fitness electronics and apps. I provide phone and email support for product and software issues, interface with product managers and software developers to report/track issues, and help Wahoooligans get the most out of their workouts with our training ecosystem.

Buchi Kombucha

2 years 6 months

Outside Sales

May 2019 - August 2019 (4 months)

Atlanta, Georgia

Managing CRM system, building relationships with new and existing clients, building community outreach presence in Atlanta, contributing to the company's first sales development program, generating quarterly financial reports and forecasting using year-over-year data.

Marketing & Events Coordinator

February 2018 - May 2019 (1 year 4 months)

Asheville, North Carolina

As the Marketing & Events Coordinator, I was responsible for coordinating Buchi's presence at music festivals, expos, cultural events, and more. My work included, but was not limited to:

- + Coordinating sponsorship agreements for local and regional events
- + Participating in community outreach activities to create brand awareness
- + Activating strategic marketing engagements
- + Assisting with managing events programming
- + Managing resident and social events to promote the brand
- + Coordinating marketing activities, including festivals and events
- + Coordinating all administrative work for events
- + Refining and writing all events paperwork & training materials
- + Preparing summarized forecasts based on festivals, events and overall marketing budget
- + Facilitating integrated marketing campaigns
- + Evaluating the effectiveness of campaigns
- + Assisting with the social media strategy through competitive research, platform determination, execution of social media strategy, benchmarking, messaging and audience identification
- + Generating, editing, publishing and sharing daily content
- + Setting up and optimizing company mediapages
- + Moderating all user-generated content in line with the moderation policy for each community
- + Creating editorial calendars and syndication schedules
- + Continuously improving performance by capturing and analyzing the appropriate social data/metrics, insights, ROI, SEO, etc.
- + Providing photos/media as needed
- + Providing copy editing skills as needed

+ Managing the email newsletter platform

Event Manager

March 2017 - February 2018 (1 year)

Asheville, North Carolina Area

- + Handled all aspects of event planning and execution, such as vendor applications, volunteer coordination, travel arrangements, on-site setup/breakdown, audience engagement, and more
- + Produced, organized and scheduled content for brand social media accounts
- + Monitored social media accounts to maintain a high standard for consumer interaction

Virginia Commonwealth University

Outreach & Social Media Specialist

June 2016 - February 2017 (9 months)

Office of Student Experience in the Office of the VP of Health Sciences

Recorded, edited and posted educational content to relevant channels. Arranged scheduling, catering, and materials for multiple student programs. Assisted in building and maintaining social media engagement across relevant social media platforms, developing and implementing targeted social media campaigns and tracking their success. Responsible for managing communication to all health sciences students via existing formal mediums. Liaising with health sciences student leaders and organizations in person and electronically. Responsible for project coordination of recurring and special events, to include design elements, promotion, surveys, and technical execution.

Lincoln Property Company

Corporate Concierge

February 2016 - May 2016 (4 months)

Arlington, VA

As a corporate concierge, I was the first point of contact between the property management, tenants, vendors, and the public in a high-profile union-owned office building. Customer service was my primary charge, and that encompassed everything from giving directions to local amenities to addressing tenant issues that arose with the building. I composed internal and external communications, solicited vendor proposals for events and catering, oversaw the scheduling of conference areas, fielded incoming phone calls and emails for the office, prepared vacant spaces for tours, and processed invoices and checks per accounts payable procedures, among other duties.

HeadCount Org

Volunteer Team Leader

March 2014 - January 2016 (1 year 11 months)

I was a Co-Team Leader in Richmond for more than four years, organizing HeadCount's presence at multiple concerts and events to promote democratic participation. I worked with the Regional Coordinator in D.C. and the salaried staff in New York on multiple occasions, including festivals where HeadCount was the lead organizer of more than a dozen non-profits. Normal duties included booking events, recruiting new and returning volunteers, setup and breakdown of tables and materials, training and practicing with volunteers prior to events, registering people to vote (including address changes), being well-versed in state voter registration laws and upcoming elections, maintaining a non-partisan platform while advocating for music lovers to rock the vote, and most importantly handling and sending completed voter registration forms by the morning after each event.

Social media presence is a driving force in culture-specific non-profits like HeadCount, so every event needed to be documented on at least one channel. Monthly conference calls helped to define our direction and message, and an intranet system allowed us access to a national database of events and volunteers. Giveaways and raffles were often emphasized for larger events, so Team Leaders were responsible for valuable gear and merchandise provided by the talent, venue, or HeadCount Board of Directors.

Paisley & Jade

Production Intern

May 2015 - August 2015 (4 months)

A summer internship with a small, local startup rental company. Specializing in vintage & antique furnishings, Paisley & Jade has a collection of settings and adornments available for weddings, parties, and corporate events that I helped to curate, document, and personify through blog posts and photo shoots. At the time, P & J was beginning a significant expansion into the adjoining warehouse space, so there was a lot of moving, building and organizing to be done in addition to the usual in-and-out of rentals day to day. Owned by two hard-working women, this business showed me how success can be had in very little time if passion and savvy marketing area a top priority.

Virginia Outdoors Foundation

Communications Intern

September 2014 - December 2014 (4 months)

Media relations internship focused on building press releases, media kits, and promotional materials. Utilizing research and files from existing studies, I synthesized a wide array of project data on land easements into reader-friendly documents that supported the VOF and its mission to preserve undeveloped open spaces in the commonwealth and the livelihoods of the people that steward them.

Perception Salon & Spa

Social Media Manager

March 2012 - November 2012 (9 months)

In addition to managing all of the clerical and administrative duties of the salon, I managed multiple social media accounts and implemented marketing strategies to drive sales and customer retention. Constant Contact was our primary platform for direct email marketing, with Facebook and Instagram hosting most of our visual creative marketing themes. During my time there we also used multiple different POS systems and client databases, as well as salon-specific online scheduling services.

Education

Virginia Commonwealth University

Bachelor of Science (B.S.), Mass Communication/Media Studies & Writing · (2013 - 2015)